



## Partnership Opportunity

### **BACKGROUND:**

#### **Mission**

PUMP's mission is to make Pittsburgh the most dynamic and diverse place by engaging, educating, and mobilizing all young people to effect change in our community. We envision a Pittsburgh where young people have an active role in advocating and caring for our City, making Pittsburgh the first choice for everyone to live, work, and play. Each year, PUMP reaches nearly 25,000 young people through meaningful social, service, and advocacy activities. Visit [www.pump.org](http://www.pump.org) for more information.

#### **Kickball for a Cause**

Now in its 19th year of play, Kickball for a Cause is an annual summertime adult, co-ed charitable kickball tournament that draws approximately 400-600 participants and volunteers. Since its inception, Kickball for a Cause has raised tens of thousands of dollars for Pittsburgh charities and spread awareness about many important causes and organizations. This year's Kickball for a Cause will be held on Saturday, August 13<sup>th</sup> in Mellon Park.

### **OPPORTUNITY:**

PUMP is seeking local nonprofit organization(s) whose work makes an impact on Pittsburgh or the Greater Pittsburgh Region to serve as Kickball for a Cause beneficiaries. Being a Kickball for a Cause beneficiary is a great opportunity to network, recruit volunteers, build awareness and raise funds for your organization. Selection as a Kickball for a Cause beneficiary comes with the following benefits and expectations:

### **BENEFITS:**

- Logo placement and mention on all Kickball for a Cause electronic communications (24k+ subscribers) once selected
- One organization specific "feature profile" in a Kickball for a Cause electronic marketing communication.
- Logo placement on all Kickball for a Cause web pages and social media (Facebook, Twitter, Instagram, etc)
- Logo placement on Kickball for a Cause onsite signage
- Organization information table at the event for banners, program information, and promotional materials
- Portion of the event proceeds donated to your organization

### **EXPECTATIONS:**

- Provide PUMP staff with logos and organization description (mission, programs, volunteer opportunities, etc.)
- Cross promote PUMP and Kickball for a Cause to your membership/supporters/constituents
- Provide at least one staff person or volunteer for organization information table on August 13 from 8am-4pm.
- Provide a table, chairs, tent, and all organizational information for the tournament day
- Provide 5 volunteers for August 13<sup>th</sup> to help throughout the tournament
- Create an engaging on-site activity to facilitate conversation with participants
- Collaborate with PUMP staff for maximum impact